

Leadership Springfield Project Teams 2008-2009

Project	Agency	Project Proposal
Kim Daughton Idrees Elakrich Joanie Caselton Darren Schulze	M.E.R.C.Y.	Marketing Plan - 2009 is our ten year anniversary Develop a year long marketing plan/celebration to promote this achievement and better inform the community of our organization; tie our social service impact more directly with our furniture store so people understand that shopping or donating to our furniture store directly impacts the families we serve.
Rich Payne Amy Eden Keli Casper Jim Alberts	City of Springfield	America In Bloom Develop an overall plan to include; the importance and benefits of community gardens and beautification, outline how to start a garden, basic meeting topics, and frequency, to do lists, identify key locations along the main corridors into the city and within the “neighborhoods” (including who owns the land – city, school, business, not for profit or church), build a list of available resources, potential sponsors & allies (residents and volunteer groups).
Greg Davis Jill Sharp Pamela Frazier Jamie Osborne	Ronald McDonald House	Create, establish and name a giving society (something like “Legacy of Love”) - Determine and set levels based on dollars donated each year, & determine best way to thank and acknowledge donors.
Kelly Downs Chuck Davis Sharon Beler Heather Winkler	Capital Area Career Center	Marketing and Public Relations Goals and Strategies - Provide recommended strategies for the Capital Area Career Center plan that would increase community support for its efforts including financial support, maximizing the benefits of community collaboration, and establishing partnerships with families and community alike in the furthering of the Center’s Long Range Plan.
Holly Fowler Shaun Moore Ryan Murphy Nichole Heyen	Junior League of Springfield	Fit by the Forkful Cookbook - Developing and implementing a comprehensive marketing plan to promote the cookbook, website development, timeline and list of potential locations/events for pre-sales and sale of cookbook, create ideas for promotional items to encourage sales, prepare calendar/coordinate various promotional events and taste testings, and ideas, calendar and potential venue for cookbook release reception.
Jodi Canny Joe Alsup Marcus McGlasson Shoun Reese	Sparc	Sparc Independence for Individuals with Developmental Disabilities. The project would provide a complete marketing and business plan for two of Sparc’s inside business units, Sparc’s Café Success Diner and the Janitorial Training Program (JTP). The project would identify ways for the businesses to increase income. It would also address the best channels for marketing and analyze past businesses practices

		to understand how best to plan for future business expansion.
Heather Westrick Tony Comerio Kimila Daniels Susan Griffin	Fifth Street Renaissance	Web Site, Marketing Plan Develop website to enhance programs exposure, develop plan to recruit volunteers and also increase in kind donations and develop a marketing and fundraising plan specific to us.
Jean Winn Joe Miller Kathy O'Marro Molly Sorrell	Illinois Humane Society	Design pet owner clinics and informational packages on adopting an animal, prepare corresponding handouts and informational DVD video, analyze and prepare suggestions for ways to expand their mailing lists; within the clinic format, website, etc.